

Message Text

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15

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 USIA-15 /035 W

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R 131629Z MAY 76

FM AMEMBASSY BONN

TO USDOC WASHDC

INFO SECSTATE WASHDC 8865

AMCONSUL DUSSELDORF

AMCONSUL FRANKFURT

USMISSION NATO BRUSSELS

UNCLAS BONN 08191

E.O. 11652 N/A

TAGS: BEXP, CCMS, SENV, ENRG, GW

SUBJ: FY77 CCP-U.S. PRESENCE AT ENVITEC "77",
DUSSELDORF

REF: STATE 112028

1. WE BELIEVE THAT DECISION TO HOLD CCM SPRING 1977
PLENARY IN DUSSELDORF IN CONJUNCTION WITH ENVITEC IN-
CREASES DESIRABILITY OF HAVING SOME TYPE OF OFFICIAL
U.S.G. COMMERCIAL PARTICIPATION IN THIS FAIR. ATTENDANCE
BY HIGH LEVEL US DELEGATION (REFTEL) AND CONCURRENT
CONGRESS ON "ENERGY AND ENVIRONMENT" WOULD OFFER
UNIQUE OPPORTUNITY TO PUBLICIZE US TECHNOLOGY AND
PROVIDE IMPETUS FOR FY77 CCP PRODUCT CAMPAIGN IN
THIS FIELD.

2. WHILE ORIGINAL EMBASSY RECOMMENDATION WAS FOR
A FULLSCALE US PAVILION, WE HAVE BEEN INFORMED
THAT THEME CONFLICT AND TIMING CONSTRAINTS PRE-
VENTED IMPLEMENTATION BY COMMERCE. WE THEREFORE
REQUEST THAT COMMERCE FUND THE BUSINESS INFORMATION
OFFICE PROPOSED IN FY77 CCP AS DEFERRED ACTIVITY
NO. 2-1.

3. CCP COST ESTIMATE FOR SPACE ONLY MUST BE REVISED
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UPWARD TO ESTIMATED \$1200 BECAUSE ENVITEC COMMANDS

PREMIUM SPACE RATES. OTHER ESTIMATES IN CCP REMAIN UNCHANGED. CONGEN DUSSELDORF WOULD MOUNT AND MAN BIO WITH ASSISTANCE OF EMBASSY AS REQUIRED. USIS HAS AGREED TO ASSIST WITH PUBLICITY PROGRAM DESIGNED TO LINK COMMERCIAL PROMOTION WITH PRESTIGE OF US DELEGATION AND/OR ANY PROMINENT U.S. SPEAKERS AT CONGRESS.

4. IN A RELATED DEVELOPMENT, WE HAVE JUST BEEN INFORMED BY PRIVATE U.S. FAIR ORGANIZER INTER-PROGRESS, LTD. THAT IT IS ORGANIZING PARTICIPATION BY A GROUP OF AMERICAN FIRMS IN ENVITEC. CONGEN DUSSELDORF REPORTS THAT INFORMAL COLLABORATION WITH INTERPROGRES DURING INTERPACK "75" (SEE DUSSELDORF A-67, 25 MAY 1975) WAS VERY SATISFACTORY. IF COMMERCE CONSIDERS DESIRABLE, OIM/CMM MAY WISH CONTACT INTERPROGRES PRESIDENT, GERHARD DRECHSLER, TEL. WASHINGTON 293-2904 WHO IS TRAVELING TO DUSSELDORF ON 17 MAY FOR BERGBAU "76".

5. COPIES OF CONGEN DUSSELDORF MEMO CONTAINING DETAILS OF ENVITEC PARTICIPATION COSTS AND CONDITIONS FOLLOW INTERNATIONAL AIRMAIL TO OIM/CMM HEISER.

6. SINCE SPACE COMMITMENT MUST BE MADE BY THE END OF MAY, WE REQUEST WCAG TO CONSIDER THIS PROPOSAL AND CABLE DECISION SOONEST.
HILLENBRAND

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